



Follow the leader and be one! Sales records prove Sheaffers the worlds most pond rich black and pearl. Barrels and caps as wel as re offered in beautiful new marine green, aristocratic jet black, coloril lines are offered in the large size with clip, and med desk set sockets are of unbreakable Radite. filled or solid gold.
built and guaranteed mechanically perfect-definitely guaranteed for and with ring. And Propel-Repel-Expel type, precision built and guaranteed mechante than Sheaffer's.

Every Sheaffer Pencil is of the Propermanship. No other guarantee is broader or more definite than Sheaficion. A Lifetime ${ }^{\circ}$ life against defects in materials and work the Lifetime ${ }^{\circ}$ guarantee, definitely assuring every owner a lifetime of pen satisfaction. A Lifetime
The world's broadest pen guarante and serially numbered accompanies every Lifetime pen. This cert. as the consumer and reads:
"Sheaffer's Lifetime ${ }^{c}$ Fountain-pen is unconditionally guaranteed for
life against anything and everything except total or partial loss.
Sheaffer's is the world's only Lifetime ${ }^{\circ}$ Pen guarantee. Sheaffer's complete line.


H8TC
Balance ${ }^{\circ}$ Lifetime ${ }^{\circ}$ fountain-pen. Code, BALIC. Marine Green unbreakable Radite, large diameter with gold-filled trimmings.

List $\$ 10.00$


H74TC
Balance ${ }^{\circ}$ Lifetime ${ }^{\circ}$ ountain-pen. Code, BALPI. Marine green unbreakable Radite, medium diameter, tings.

List $\$ 9.50$

Balance ${ }^{0}$ encil Code, BAISC. Marine green unbreak able Radite, medi gold filled fitings

List $\$ 4.00$
Also SHT. Code, BAILS. Same as HTSC except large diameter

List $\$ \mathbf{5 . 0 0}$


H74DH
Balance ${ }^{\circ}$ Lifetime ${ }^{\circ}$ desk fountain-pen. Code, ZyIAL. Marine green unbreakable Radite, medigold filled fittings.

List $\$ 8.00$
Also TH74DH. Code, ZYITO. Same as H74DH except small diam-

List $\$ 8.00$
Also H74TCD.
Code, CBHIC. Bal-
ance ${ }^{\circ} 3$-in-1 inter
changeable Life-
time pocket and desk fountain-p
List $\$ 9.50$

New garb-New design-New ability in Balance ${ }^{\circ}$ Lifetime ${ }^{\circ}$ pens and pencils ARINE GREEN-luminous color of ocean deeps where sunken treasure ships glow in vagrant sun and velvet shadow-that is the rich and restful color of the new Balance ${ }^{\circ}$ Lifetime ${ }^{\circ}$ writing companions. And with such color come modern design, and restfulness in the hand, the results of the perfect Balance ${ }^{\circ}$ engineered into these new instruments. For such reasons more people buy Sheaffer's than buy any other make. buy Sheafler's than buy any other make.




It is but natural that the world expects and receives, the highest quality, most beautiful, an complete line of desk stands from Sheaffer, since Sheaffer originated the Desk Set Sheaffer desk stands are fitted with the Universal ratchet lock socket, offering always the pen at the correct writing angle. The sockets are of black, unbreakable Radite or chromium plat crystal fittings are gold filled and the bases are of unbreakable black Radite, black Carrara, and
Sheaffer desk stands are priced downward from $\$ 500.00$, in sizes, shapes and materials to appeal to the most discriminating.
Desk set illustrated is Green Brazilian Onyx stand No. 25, $\$ 46.00$. Complete with matched Lifetime ${ }^{\circ}$ desk fountain-pens, $\$ 60.00$. See pages 29 to 67 inclusive, for other models, and know that you may choose with the assurance that you will obtain the world's highest quality from the world-leader-creator of the desk set idea.




K74TR

Balance ${ }^{0}$ Lifetime ${ }^{*}$ fountain-pen. Code BALAY. Black and pearl unbreakahle Radite, medium diameter
with gold-filled fittings. List $\$ 9.50$


Balance ${ }^{\circ}$ pencil. Code BALAT. Black and pearl unbreakable Ra dite, medium diameter
with gold-filied fittings. List, $\$ 4.00$


KSR

Standard pencil. Code LemON. Black and pearl unbreakable Rawith gold-filled fitings and flat top cap.



Standard pencil. Code KIXNO Black unbreakable Radite, large diameter with gold-filled fittings and flat top cap. Takes oversize lead.

List $\$ 3.75$


LAC

Standard penciL. Code KINOB. Black unbreak able Radite, me dium diameter with gold-filled fittings and flat top cap. List $\$ 3.25$


Standard pencil
Standard pencil
Code KIKAM. Code KIKAM. Black unbreakble Radite, me dium diameter, fring gold-inled d fat cap.
List $\$ 3.25$

 Balance Life: Code BALCO. pen. Code: BlackunbreakBALDO. Black: able Radite: unbreakable Ra- Medium diam-
dite, medium di- $\quad$ eter, with golddite, medium diameter with goldfilled fittings. List $\$ 8.25$

Also 75TC. Same as 74TC, except with 14 K sold
gold clip and $5 / 2$ in. solid gold band. Code, BALBO.

List $\$ 13.00$



J84C

Standard Lifetime ${ }^{\circ}$ ountain-pen. Code ABKOT pen. Code ABKOT. Jade green medium diameter with medum dameter with gold-filed htings. List \$8.75


J8AC


List $\$ 8.75$


Balance ${ }^{\circ}$ Lifetime ${ }^{0}$ Balance Bountain-pen. Code green unbreakable green unbreakable
Radite, large diameter with gold-filled fttings.

List 18.75


Balance ${ }^{\circ}$. pencil. Code BALAG. Jade green unbreakable Radite. large diameter, with gold-filled fittings. List $\$ 4.25$


SJC

Standard pencil.
Code MABAC Jade green un. breakable Radite large diameter with gold-filled fittings and flat top cap.

List $\$ 4.25$


Standard pencil.
Code MAJIK. Jade green unbreakable Radite. large diameter, with gold-flled fittings and flat top cap. Takes oversixe leads.

Liet $\$ 4.25$


[^0]Standard pencil. Code MAKOX Jade green unbreakable Radite medium diameter, with gold-filed fittings and fiat lop cap.

List $\$ 3.75$

Standard pencil. Code
MANGO. Jade green MANGO. Jade green unbreakabie Radite. medium dameter, will Gat top cap.

List 83.75


Lifetimno fountain-
pen. Code BAKEK
ble Redite unbreakiameter e. medum fled fittinga. Fhat ance end with Bal-

LIst $\$ 7.75$

Balance ${ }^{\circ}$ Lifetime ${ }^{\circ}$ ountain-pen. Code ande Radite, medium dieter with sold Liet 88.25

Balance ${ }^{\circ}$ pencil.
Code BALA.S.
Jade sreen nuoreacable ar Radite, with gold-filled fit ings.

List \$3.75

Standard pencil
Code MATAB
Jade green un breacabie Radite with sold-illed fit linge and flat top

List 13.75

Standard pencil.
ode MAXIC. realable Radite. rith diameter. ings and flat top

List 93.50

Gok and handbag pencil. Code green nobreak. ble Radite, rith d-filled fittings. List 2.50





SAA



Standard pencil. Code GASRK. Plain sterling sil.
ver, medium diam ver, medium dian BASC-Code GAKAX. Same, ex cept short. AM-Code BAM-Code
GAWAB. Same, cxcept small. with ring. List $\$ 2.50$ cept short. with clip
 GIABC. Same, except kmall, with rin The three preceding
numbers are all ennumbers are GAYON. Same, ex
cept smalt, with ring.
List $\$ 3.00$
$\theta$
Standard pencil. Code Goldor. gold-filled. Yellow.. gold-filled, medium diamete U0


CA-Code GATYR.
Plain. yediow gold-
filled medium diam Plain. yellow gold
filled. medium diam
eter. Hst $\$ 3.50$
CASC-Code
GAMYA. Same ex-
cept short, with cllp.


GAYON Same ex


Standard pencil. Code GITOA. Engine turned sterling silver, medium diameter.

List $\$ 3.50$
BB-Code GIKAP. Same, except long th clip. $\$ 3.50$
BM-Cod BBM - C o de
BIBXA. Same, ex cept small, with cept small, List $\$ 3.00$.
BPSC-Code LLONG. Same, ex cept hand engraved. List $\$ 6.00$
B PM-Code LIGHT.Small, with hand engraved. List $\$ 5.50$


DEMO
Demo pencil, stand-
ard style. nickel, ard style, nickel, cut out so interior construction is plainly Visible List $\$ 1.00$


5-30TC

Balance ${ }^{\bullet}$ fountain-pen. Code FIBAC. Black. unbreakable Radite. medium diameter, with gold-filled fitings. Lat $\$ 5.00$


5-30TR

Balance ${ }^{\circ}$ fountainpen. Códe FIBOR Black, unbreatable Radite, medium di ameter. with gold filed fittings.

List $\$ 500$


J 5-30TC

J 5-30TR
K 5-30TC
K 5-30TR

Sheaffer's No, 5-30 Balance ${ }^{\circ}$ fountain-pens are made of the same high-quality materials and by the same rigid methods as the world-famous Lifetime ${ }^{\circ}$ pens. Every No. 3-36 pen is definitely guaranteed free from defects in materials and workmansiip.


3-25SC

Standard fountain-
pen. Code CAMFG.
pen. Code CANFable
Radite, small diam-
eter, with gold-flled eter, with

List $\$ 3.00$

##  <br> 3-25SR <br>  <br> \section*{Standard fountain- <br> <br> Standard Code COXGA. pen. Code unbreakable Rlack, small diamReter. with gold-filled fitings. <br> <br> List $\$ 3.00$}

Standard fountainpen. Code CUGYF. Black, unbreakable Radite, small diameter, with gold-filled fiting:

Liet $\$ 3.00$


J 3-25SC



3-25C



J 3-25SR

Standard fountain-
pen. Code ZAAGA.
Jade. green. un-
breakable Radite.
small diameter.
gold-filled fittings.


[^1]
# You Owe This Loaner Pen Service to Your Business as Well as to Your Customers! 

T10 SELL nothing but merchandise of Sheaffer quality is an excellent method of bringing repeat business because satisfied customers will act as salesmen for you-salesmen without pay.

But doubly guarantee their satisfaction. Be always in position to give them $100 \%$ fountain-pen service. When they bring to you their pens for adjustment, cleaning or repair, assure them of continuous Sheaffer-pen-use. Give them Sheaffer Loaner Pens to carry if you must send theirs to the factory.

To help Sheaffer dealers render this super-merchandising service Sheaffer offers Loaner Pens at a price heretofore unheard of. The Loaners are first class in every respect, and worth a great deal more than 95 ceach. Every Loaner is boldly engraved on the barrel:


Code, CUKBA
"Service pen loaned by" (Your business name here)
This is your ad. The customer retains the Loaner Pen only until you notify him his personal pen is ready. It is another effective way to bring him back to your store.

These Loaner Pens are sold to Sheaffer dealers for 95 c each, engraved. No dealer should order less than a half dozen. The Loaners are not to be resold, but kept on hand as service pens. The illustration is exact size. The color is black, size medium and the points are of varied grades. Orders for a half dozen are made up in assorted points. At 95 c each a stock of one-half dozen means an investment of $\$ 5.70$ net. The pens are actually worth many times that. This service plan will be worth many times that amount in good will, advertising and the resultant dollars and cents business. Stock at least a half dozen Loaner Pens today. You owe it to your business as well as to your customers.


1 HEAFFER'S five piece Ensemble is composed entirely of the newest items in the world's most famous ince ${ }^{\circ}$. Convertible desk and pocke解 ountain pen-all packed in beautiful velvet-lined gift box. To customers seeking a fountain pen or per have planted the seed of desire in Thus you have a 6 to 1 sales opportunity. Even though the entire Em.


5 PIECE ENSEMBLES WITH BALANCE ${ }^{\circ}$
CONVERTIBLE FOUNTAIN-PEN
List $\$ 28.00$ CQ10 Code FAQAC

List $\$ 24.75$
CQS Code FAQCY $\because$ Black Convertible Lifetime ${ }^{\circ}$ Pen.
Consisting of 174 TCD Black Convi
1 LTSC Black Pencil.
1 LGR Black Goll
1 "Q" Safety Skrip Package with solidny Base.
CQ8 Code FUQCU............................................ $\$ 30.50$
Consisting of 1 K 74 TCD Black and Pearl Convertible Lifetime ${ }^{\circ}$ Pen.
1 KTSC Black and Pearl Pencil.
1 KGR Black and Pcarl Golf and Handbag Pencil.
$1^{\circ}$ " $^{\circ}$. Safety Skrip Package with solid gold lettering.
1 No. 80 Italian Marble and Cream Onyx Base.
CQ10 Code FA TOM
Consisting of 5-JSCD Black Convertible Fountain-pen. 1 LTSC Black Pencil.
1 LGR Black Golf and Handbag Pencil. 1 "Q"Safety Skrip Package with solid gold lette
1 No. 80 Italian Marble and Cream Onyx Base.
CQ14 Code FUQUC. .......................................ist $\$ 27.00$
Consisting of $1 \mathrm{KS}-30 \mathrm{TCD}$ Black and Peari Convertible Fountain-.
1 KTSC Black and Pearl Pencil.
1 KGR Black and Pearl Golf and Handbag Pencil.
1 KGR Black and Pearl
i No. 80 Italian Marble and Cream Onyx Base.
I No. 80 Italian M
CQ17 Code FIQCI. 1 O............................................ $\$ 30.50$ Lifetime ${ }^{\circ}$ Pen.
HTSC Black and Marine Green Pencil.
HGR Black and Marine Green Golf and Handbag Pencil.
1 ". Penci. Safety Skrip Package with solid gold lettering.
1 No. 81 Black and Gold Marble and Brazilian Green Onyx Basc.


6 PIECE PETITE ENSEMBLES

WQM5 Code SAQMA...............................
Consisting of 174 MC Black Pencil.
1 LGR Black Golf and Handbag Pencil.
"Q" Safety Sknp Package with solid gold lettering.
1 T74D Thin model Lifetime ${ }^{\circ}$ Desk Pen.
1 No. 66 Gold trimmed cloisonne enamel base.
WQM6 Code SAQOM.
Bact
1 14MR Black Lifetim
1 LMR Black Pencil.
LGR Black Golf and Handbag Pencil
"Q" Safety Skrip Package with solid gold lettering. T74D Thin model Lifetime ${ }^{\bullet}$ Desk Pen.
1 No. 66 Gold trimmed Cloisonne enamel base.
WQM8 Code SUQMU MCBCM Pearl iifetime Pen
Consisting of 1 K74MC Black and Pearl Lifet
1 KMC Black and Pearl Pencil.
1 KGR Black and Pearl Golf and Handbag Pencil. 1 "Q" Safety Skrip Package with solid gold lettering: $1 K 74 D K$ Pen.
Desk Pen
Desk Pen.
1 No. 66 Gold trimmed cloisonne enamel base.

WQM9 Code SUQAF M MBCK and Pearl Lifetime Pen. Consisting of 1 K $74 M \mathrm{R}$ Black and Pearl Lifeti

KMR Black and Pearl Pencil.
KGR Black and Pearl Golf and Handbag Pencil. 1 TK74DK Thin model Black and Pearl Lifetime: 1K74DK Pen.
1 No. 66 Gold trimmed cloisonne enamel base.
WQM17 Code SIQIM................................................. $\$ 37.75$
 Consisting of 1 H74MC Black and Marine Green Pencil.

1 HMC Black and Marine Green Golf and Handbag Pencil.
1 "Q."Safety Skrip Package with solid gold lettering.
1 TH74DH Thin model Black and Marine Green Lifetime ${ }^{\circ}$ Desk Pen.
1 No. 66 Gold trimmed cloisonne enamel base.
ẄQM18 Code SIQME. . . . . . . . . . . . . . . . . . . . . . . . . . . . . List $\$ 37.75$
Consisting of $1 H 74 M \mathrm{M}$ Black and Marine Green Lifetime Pen.
1 HMR Black and Marine Green Pencil.
1 HMR Black and Marine Green Pencil.
1 HGR Black and Marine Green Golf and Handbag Pencil.
1 "Q" Safety Skrip Package with solid gold lettering. 1 TH74DH Thin Model Black and Marine Green Lifetime ${ }^{\circ}$ Desk Pen.
1 No. 66 Gold trimmed cloisonne enamel base.
PACE 25




| Set No. | Code | Description $\begin{array}{r}\text { Price, } \\ \text { Complete }\end{array}$ |
| :---: | :---: | :---: |
| KM3 | YANKA | Small diameter Sterling Pen and Pencil. . \$ 8.00 |
| KM7 | YAPOG | Small diameter Sterling Pen and Pencil <br> hand engraved |
| K3 | YARIM | Long model Sterling Pen and Pencil..... 9.50 |
| K7 | YASAX | Long model Sterling Pen and Pencil. hand engraved.............................. 15.00 |
|  |  | YELLOW GOLD FILLED |
| J3 | YAMKA | Long model yellow goid filled Pen and Pencil. . . . . . . . . . . . . . . . . . . . . . . . . . . . $\$ 10.50$ |
| JM3 | YATBA | Small diameter yellow gold filled Pen and Pencil. ............................... 9.00 |
|  |  | GREEN GOLD FILLED |
| THM3 | YIRIB | Small model thin green gold filled....... 88.50 |
| THM9 | YINAJ | Small diameter thin green gold filled Pen and Pencil |
| THM13 | YITWT | Small diameter green gold filled Pen and Pencil.............................. 11.00 |
| TH3 | YIMBT | Small diameter long, model green gold <br> filled Pen and Pencil................... 10.00 |
| TH9 | YINON | Small diameter long model green gold filled Pen and Pencil................ 11.00 |
| HM3 | YIPBO | Small diameter green gold filled Pen and Pencil |
| HM6 | YIRSA | Small diameter green gold filled Pen and Pencil |



Handy tabs insure accessibility of Safety Skrip.
Complete outfit $101 / 2 \times 61 / 2 \times 61 / 2^{\prime \prime}$. Shipped parcel post, sealed and securely packed.

Contents: 1 quart and 12 Safety Skrip. Colors washable red, blue, green, black purple and permanent royal blue.


## 13 PIECE OFFICE OUTFIT

 THE SUC MESESSSOR TO INK $\$ 7.75$

13-piece Skrip package, list $\$ 7.75$. Code: SAFOF. (Dealer may sell complete unit at $\$ 7.00$ and thus give customers advantage of quantity price.) Regular Skrip discounts apply. Immediate shipments, parcel post.

Sheaffer's 13 -piece Skrip Office Outfit will consistently increase your Skrip volume and profits. Every office, bank, business house, hotel, business college, wherever writing is done by one or more persons-that is your market for business house, hotel, business college, waves time, money and trouble. It is non-leakable and practically unbreakthis new 13 -piece unit. Safety Skrip saves time, monais new unit supercedes messy, old-fashioned ink wells which able. Keeps Skrip sealed. The quart is for refill. This new unit supercedes moost. This item must be sold doorwaste time and writing fluid. And the unit price nets the dealer an excellent pront. This this new 13 -piece unit out-to-door. Two hours on an otherwise dull day, will prove extremely proftable in selling side your store.



TK5-30DK
Desk fountain-pen. Code FILUT. Black and pearl, unbreakable Radite, small diameter with gold-filled fittings. List $\$ 6.00$


K5-30DK

Desk fountain-pen. Code FIALU. Black and pearl, unbreakable Radite, medium diamfittings.

List $\$ 6.00$


5-30D
(Red insert) - Desk fountain-pen. Code OPAL. Black, unbreak able Radite, medium diameter,
filled fitings.





16-Deak Stand.
Code RABBI. Single, crystal glass Case, plain mirror finish, $51 / 8 \times 67 / 2 x$ 1. with Universal black, unbreakable Radite socket.

List $\$ 10.00$


## 17-Deak Stand.

Code VIWOG. Double crystal glass base, plain mirror finish, Code VIWOG.
$51 / 3 \times 911 / 4 \times 1$. Double crystal glass base, plain miversal black, unbreakable Radite sockets.

List $\$ 16.00$



2-Desk Stand.
Code WAXAK. Single Crystal
glass base, size $21 /{ }^{1} \times 3 \times 1^{\prime \prime}$, with Universal black, unbreakable Radite socket.

$$
\text { List } \$ 4.00
$$

Code VINJK. Single Crystal glass base, $31 / 2 \times 53 / 2 \times 1$. with Univer black, unbreakable Radite socket.


5-Desk Stand.
Code WABGC. Single crystal glass oval base,
$61 / 2 \times 4 K \times 10$ with Universal black, unbreak-
able Radite socket.
List $\$ 10.00$


Code RAFAM. Double black Carrara glass base, $51 / 5 \times 61 / \times 1 \%$, with Universal black, unbreakable Radite sockets.

List $\$ 11.00$

15Y-Desk Stand.

Code RAXKI. Double jet Carrara base, $51 / 2 \times 91 / \times 1^{\circ}$. with Universal black, unbreakable Radite sockets.



## 10-Desk Stand.

Code SABNA. Singlè black, unbreakable Radite base, $33 /$ $x 32 / 1 \times 1$ with Universal black, unbreakable Radite socket.

List $\$ 3.00$

Craig Desk Stand.
Code CRAIG Single black, unbreakable Radite base, $21 / 2$ $\times 31 / 2 \times 3 / 2^{\prime \prime}$ with Standard black, unbreakable Radite socket and Craig desk fountain pen. Priced complete,

Net $\$ 1.85$
Code VIKMA. Single black unbreakable Radite base, $21 / 2$ $\times 31 / 5 \times 1 / 2{ }^{\circ}$, with Standard black, unbreakable Radite socket.

List $\$ 2.00$

19-Desk Stand.

Code SAKAG. Double black, unbreakable Radite base, 32/a $\times 51 / 2 \times 3 / 2^{\circ}$. With Universal lack, unbreakable Radite sockets.

List $\$ 6.00$



[^0]:    Lifetime ${ }^{0}$ fountain-pen. Code BAKEJ. -pen.
    Jade reen unbreakable Radite, medium diameter. with gold-filled Gittings. Flat barrel end with Balance ${ }^{\circ}$ cap.

    List 57.75

[^1]:    Sheaffer's Combination pen-pencil is guaranteed free from defects in materials and workmanship but is not subject to the famous Lifetime guarantee. The nib furnished is the No. 5-30 and the pencil is the regular Sheaffer's propel-repel-expel type.

